#### WAVE-TV

Order%

47

\$17,225.25

Start Date



# Flight Dates 11/05/13-11/15/13

Order Sep 00:15:00

Estimate # 1480 **Product** 

**KY 4 STRONG LEADERSH** Alt Order # 06904121 1029403 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

11/07/13 11/07/13 Order Type Political **Billing Contact** EOM/EOC Billing Cycle

Advertiser ISS/Kentuckians for Strong I PO Box 25093 Billing Calendar BROADCAST

Alexandria, VA 22313

Demographic A35+ <u>Agency</u> **Main Street Media Group** 

**Rev Codes** Agency Political Pol-Issue **Buying Contact** 

Product Codes PL20 Sales Office H-DC P 7 Sales Region National **Priority** 

PO Box 25093 Advertiser Ref Agency Ref Alexandria, VA 22313

**Primary Account Executive** 

Mick Nesci

Totals

Account Executive

Mick Nesci 100%

**End Date** 

Order Share 25% Market Value 81060 Competing Station % of Order

Competing Station	% of Order	Amount
GAVE	%	0
WBKI	%	0
WBNA	%	0
WDRB	20%	16212
WFTE	%	0
WHAS	25%	20265
WKMJ	%	0
WKPC	%	0
WKZT	%	0
WLKY	30%	24318

**Order Totals Billing Plan** Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount November 2013 47 \$17,225.25 \$20,265.00 0.00 10/28/13 11/15/13 47 \$17,225.25 \$20,265.00

0.00

\$20,265.00

								Total	S
Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
1 WAVE 11/15/13 11/15/13	WAVE 3 News 5-530pmComm WAVE 3 News 5-530pm	5-530pm	1	:30	1	\$330.00 P 7	0.00 NM	1	\$330.00
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 11/11/13 11/17/13	1 1	\$330.00	0.00						
2 WAVE 11/08/13 11/08/13	WAVE Sunrise II (5:30-62omm	530-6am	1	:30	1	\$160.00 P 4	0.00 NM	1	\$160.00
	WAVE Sunrise II (5:30-6a						i		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 11/04/13 11/10/13	1 1	\$160.00	0.00						
3 WAVE 11/08/13 11/08/13	WAVE 3 News 530-6pmComm	530-6pm	1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.00
	WAVE 3 News 530-6pm								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 11/04/13 11/10/13	1 1	\$350.00	0.00						



Contract / Revision 1029403 Flight Dates 11/05/13-11/15/13 Hiatus Dates

<u>Original Date / Revision</u> 11/07/13/ 11/07/13 <u>Order Sep</u> 00:15:00

Advertiser ISS/Kentuckians for Strong Product KY 4 STRONG LEADERSH Estimate # 1480

n Ch Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots		Rtg Type	Spots	Amour
4 WAVE 11/15/1	3 11/15/13	WAVE 3 News 6-630 WAVE 3 News 6-630	•	6-6:30pm	1	:30	1	\$450.00 P 7	0.00 NM	1	\$450.
Start Date	End Date		ots/Week	Rate	Rating						
Week: 11/11/13	11/17/13	1	1_	\$450.00	0.00						****
5 WAVE 11/15/1	3 11/15/13	WAVE Sunrise III 6- WAVE Sunrsie III 6-		6-7am	1	:30	1	\$250.00 P 7	0.00 NM	1	\$250.
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	<u>Weekdays</u> <u>Sp</u> 1	ots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
6 WAVE 11/13/1:	3 11/13/13	NET NBC Nightly Ne NBC Nightly News M		630-7p	1	:30	1	\$600.00 P 7	0.00 NM	1	\$600
Start Date	End Date		ots/Week	Rate	Rating						
Week: 11/11/13	11/17/13	1	1	\$600.00	0.00						<b>*</b> 450
7 WAVE 11/15/1:	3 11/15/13	WAVE 3 @ 7 PM WAVE 3 @ 7 PM	Comm	M-F 6:58-7:	27 PM1	:30	1	\$450.00 P 7	0.00 NM	1	\$450
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	Weekdays Sp	ots/Week	<u>Rate</u> \$450.00	Rating 0.00				l		
8 WAVE 11/08/1:		NET NBC Today Sho NBC Today Show			1	:30	1	\$350.00 P 7	0.00 NM	1	\$350
Start Date	End Date		ots/Week	Rate	Rating						
Week: 11/04/13	11/10/13	1	1	\$350.00	0.00						
9 WAVE 11/08/13	3 11/08/13	WAVE 3 News 730-8 WAVE 3 News 730-8		M-F 7:30-8:0	00 PM1	:30	1	\$350.00 P 7	0.00 NM	1	\$350
Start Date Week: 11/04/13	End Date 11/10/13	<u>Weekdays</u> <u>Sp</u>	ots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
0 WAVE 11/08/13	3 11/15/13	NET Friday Hour 1 Friday Hour 1	Comm	Dateline Fri	8-9p1	:30	1	\$550.00 P 7	0.00 NM	2	\$1,100
Start Date	End Date		ots/Week	<u>Rate</u>	Rating						
Week: 11/04/13	11/10/13	1	1	\$550.00	0.00						
Week: 11/11/13	11/17/13	1 5 500	1	\$550.00	0.00	.20		\$220 00 D 7	0.00 NIM	1	\$330
1 WAVE 11/11/13		WAVE 3 News 5-530 WAVE 3 News 5-530	pm	•	1	:30	1	\$330.00 P 7	0.00 NM	1	φοου
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	<u>Weekdays</u> <u>Sp</u>	ots/Week 1	<u>Rate</u> \$330.00	Rating 0.00						
2 WAVE 11/11/13		WAVE 3 News 6-630 WAVE 3 News 6-630			1	:30	1	\$450.00 P 7	0.00 NM	1	\$450
Start Date	End Date		ots/Week	Rate	Rating						
Neek: 11/11/13	11/17/13	1	1	\$450.00	0.00						
3 WAVE 11/11/13	3 11/11/13	WAVE Sunrise III 6-7 WAVE Sunrsie III 6-7		6-7am	1	:30	1	\$250.00 P 7	0.00 NM	1	\$250
Start Date Week: 11/11/13	End Date 11/17/13	Weekdays Sp. 1	ots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
4 WAVE 11/11/13	3 11/11/13	NET Monday Hour 1 Monday Hour 1	Comm	The Voice M	lon 8-11	:30	1	\$1,900.00 P 4	0.00 NM	1	\$1,900
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	Weekdays Spe	ots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00				-		
5 WAVE 11/10/13	3 11/10/13	NET NFL Football Nit NFL Football Nite/Am		Football Nite	e/Amer1	:30	1	\$825.00 P 7	0.00 NM	1	\$825
<u>Start Date</u> Week: 11/04/13	End Date 11/10/13		ots/Week 1	<u>Rate</u> \$825.00	Rating 0.00						
	3 11/10/13	WAVE Sunday Sunris	<u>-</u>		1	:30	1	\$150.00 P 4	0.00 NM	1	\$150

# **WAVE-TV**



Contract / Revision

1029403

Flight Dates 11/05/13-11/15/13

**Hiatus Dates** 

<u>Original Date / Revision</u> 11/07/13/ 11/07/13

00:15:00 Order Sep

Advertiser ISS/Kentuckians for Strong Product KY 4 STRONG LEADERSH Estimate # 1480

Ln Ch Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots		Rtg Type	<u>Tota</u> Spots	Amount
16 WAVE 11/10/13	11/10/13	WAVE Sunday Sun WAVE Sunday Sur		7-8am	1	:30	1	\$150.00 P 4	0.00 NM	1	\$150.0
	End Date 11/10/13	<u>Weekdays</u> <u>S</u>	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
17 WAVE 11/07/13	11/14/13	LOC Late News Mo		11-1136pm	1	:30	1	\$450.00 P 4	0.00 NM	2	\$900.0
Week: 11/04/13	End Date 11/10/13	Weekdays S	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
Week: 11/11/13 18 WAVE 11/07/13	11/17/13 11/07/13	WAVE Sunrise I (5-		\$450.00 5-5:30am	0.00	:30	1	\$80.00 P 7	0.00 NM	1	\$80.0
	End Date 11/10/13	•	Spots/Week	<u>Rate</u> \$80.00	Rating 0.00						
19 WAVE 11/07/13	11/07/13	WAVE 3 News 5-53 WAVE 3 News 5-53		5-530pm	1	:30	1	\$330.00 P 7	0.00 NM	1	\$330.0
	<u>End Date</u> 11/10/13	Weekdays S	pots/Week 1	<u>Rate</u> \$330.00	Rating 0.00						
20 WAVE 11/14/13	11/14/13	WAVE Sunrise II (5 WAVE Sunrise II (5		530-6am	1	:30	1	\$160.00 P 4	0.00 NM	1	\$160.0
	End Date 11/17/13	<u>Weekdays</u> <u>S</u> 1	pots/Week 1	<u>Rate</u> \$160.00	Rating 0.00			<del></del>			
21 WAVE 11/14/13	11/14/13	WAVE 3 News 530 WAVE 3 News 530	•	530-6pm	1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.0
	End Date 11/17/13	1	pots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
22 WAVE 11/07/13	11/07/13	WAVE 3 News 6-63 WAVE 3 News 6-63	•	6-6:30pm	1	:30	1	\$450.00 P 7	0.00 NM	1	\$450.0
Week: 11/04/13	End Date 11/10/13	1	pots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
23 WAVE 11/07/13	11/07/13	WAVE Sunrise III 6 WAVE Sunrsie III 6		6-7am	1	:30	1	\$250.00 P 7	0.00 NM	1	\$250.0
Week: 11/04/13	End Date 11/10/13	1	pots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
24 WAVE 11/14/13		NET NBC Nightly N NBC Nightly News I	Mon-S		1	:30	1	\$600.00 P 7	0.00 NM	1	\$600.0
Week: 11/11/13	End Date 11/17/13	1	pots/Week 1	Rate \$600.00	Rating 0.00			4/50.00.0.0	0.00 \ \		0.450.0
25 WAVE 11/07/13		WAVE 3 @ 7 PM			7 PM1	:30	1	\$450.00 P 7	0.00 NM	1	\$450.0
Week: 11/04/13	End Date 11/10/13	1	pots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						4050.0
26 WAVE 11/14/13		NET NBC Today Sh NBC Today Show			1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.0
Week: 11/11/13	End Date 11/17/13	1	pots/Week 1	Rate \$350.00	Rating 0.00	00		4050 00 5 5	0.00.1114	4	<b>#</b> 0.50.0
27 WAVE 11/14/13		WAVE 3 News 730- WAVE 3 News 730-	-8pm (			:30	1	\$350.00 P 7	0.00 NM	1	\$350.0
Week: 11/11/13	End Date 11/17/13	1	pots/Week 1	Rate \$350.00	Rating 0.00			0.450.00.5	0.00.111		# 4 E D . O
28 WAVE 11/12/13	11/12/13	LOC Late News Mo LOC Late News Mo		11-1136pm	-1	:30	1	\$450.00 P 4	0.00 NM	1	\$450.0

### WAVE-TV



Contract / Revision

1029403

Flight Dates 11/05/13-11/15/13

Hiatus Dates

<u>Original Date / Revision</u> 11/07/13/ 11/07/13

Order Sep 00:15:00

Advertiser ISS/Kentuckians for Strong Product KY 4 STRONG LEADERSH Estimate # 1480

t of Oh	<b></b>	lavorata a Ocada	D t.	04	: D	l C	_4_	Data Dei	Dia Tuna	Tota	
Ln Ch Start	End	Inventory Code		Start/End T	-1	Len Sp :30	ots 1	\$450.00 P 4	Rtg Type 0.00 NM	Spois 1	Amount \$450.00
28 WAVE 11/12/1	3 11/12/13	LOC Late News M LOC Late News M		11-1130pm	-1	.30	1	\$450.00 P 4	0.00 14101	r	φ430.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/11/13	11/17/13	-1	1	\$450.00	0.00						
29 WAVE 11/12/1	3 11/12/13	WAVE Sunrise II ( WAVE Sunrise II (		530-6am (5:30 AM-6:0	-1	:30	1	\$160.00 P 4	0.00 NM	1	\$160.00
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 11/11/13	11/17/13	-1	1	\$160.00	0.00						
30 WAVE 11/12/1	3 11/12/13	WAVE 3 News 53 WAVE 3 News 53	•	530-6pm	-1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.00
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 11/11/13	11/17/13	-1	1	\$350.00	0.00			4000 00 D 7	0.00 NIM	4	¢c00.00
31 WAVE 11/11/1		NET NBC Nightly I NBC Nightly News	Mon-S		1	:30	1	\$600.00 P 7	0.00 NM	1	\$600.00
<u>Start Date</u> Week; 11/11/13	End Date 11/17/13	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00				i		
32 WAVE 11/06/1		WAVE 3 @ 7 PM WAVE 3 @ 7 PM			27 PM1	:30	1	\$450.00 P 7	0.00 NM	1	\$450.00
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 11/04/13	11/10/13	1	1	\$450.00	0.00						
33 WAVE 11/12/1	3 11/12/13	NET NBC Today S	how Comm	7-9am	-1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.00
S		NBC Today Show		<b>5</b> .	5.4						
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
34 WAVE 11/12/1		WAVE 3 News 730				:30	1	\$350.00 P 7	0.00 NM	1	\$350.00
0117772 177721		WAVE 3 News 730			-			4			
Start Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 11/11/13	11/17/13	-1	1	\$350.00	0.00			4000 00 0 7	0.00.1111		0000 00
35 WAVE 11/13/1		WAVE 3 News 5-5 WAVE 3 News 5-5	30pm	·	1	:30	1	\$330.00 P 7	0.00 NM	1	\$330.00
<u>Start Date</u> Week: 11/11/13	End Date	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$330.00	Rating 0.00				ı		
36 WAVE 11/06/1	11/17/13 3 11/06/13	WAVE Sunrise II (			1	:30	1	\$160.00 P 4	0.00 NM	1	\$160.00
30 W/WE 11/00/1	0 11/00/10	WAVE Sunrise II (		000 00111	_	.00		Ψ100.001	0.00 11111	·	<b>*</b> 100.00
Start Date	End Date		Spots/Week	<u>Rate</u>	Rating						
Week: 11/04/13	11/10/13	1	1	\$160.00	0.00						
37 WAVE 11/06/1	3 11/06/13	WAVE 3 News 530 WAVE 3 News 530	•	530-6pm	1	:30	1	\$350.00 P 7	0.00 NM	1	\$350.00
Start Date	End Date	Weekdays 5	Spots/Week	Rate	Rating						
Week: 11/04/13 38 WAVE 11/13/1	11/10/13	WAVE 3 News 6-6	30nmComm	\$350.00	0.00	:30	1	\$450.00 P 7	0.00 NM	1	\$450.00
		WAVE 3 News 6-6	30pm	·		.50	'	\$450.001 <i>1</i>	0.00 14141	•	ψ+00.00
<u>Start Date</u> Week: 11/11/13	End Date 11/17/13	Weekdays S	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
39 WAVE 11/06/1		NET NBC Nightly N		<del></del>	1	:30	1	\$600.00 P 7	0.00 NM	1	\$600.00
		NBC Nightly News									est-
Start Date	End Date		Spots/Week	Rate	Rating						
Week: 11/04/13	11/10/13	1	1	\$600.00	0.00				ı		



Contract / Revision 1029403 Flight Dates 11/05/13-11/15/13

<u>Hiatus Dates</u>

Original Date / Revision 11/07/13/ 11/07/13

<u>Order Sep</u> 00:15:00

Advertiser ISS/Kentuckians for Strong Product KY 4 STRONG LEADERSH Estimate # 1480

							Tota	
Ln Ch Start E	End Inventory Code E	Break Start/End Tim	ne Days L	en Spots	Rate Pri	Rtg Type	Spots	Amount
39 WAVE 11/06/13 11		•	1	:30 1	\$600.00 P 7	0.00 NM	1	\$600.00
01-41-0-4	NBC Nightly News Mon-S		Datin.					
·	<u>d Date Weekdays Spots/</u> 10/131	<u>Week Rate</u> <u></u> 1 \$600.00	Rating 0.00					
Spot Ch Date Range	Description	Start/End Time		kdavs Len	oth Rate	Rta Type		
	10/13 NET NBC Nightly News	630-7p			30 (\$600.00)			
See MG 39.2	<b>,</b>				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
[N/A. ALREADY	HAVE A POLITICAL SPOT IN TH	E ONLY :30 WE HAV	E IN NBC NIGHTI	LY NEWS MO	N-FRI.]	I		
2 WAVE 11/10/13-11/	10/13 NET NBC Nightly News	630-7p		Su :	30 \$600.00	0.00 NM		
→ MG for 39.1 11/0	16							
40 WAVE 11/13/13 11	//13/13 WAVE 3 @ 7 PM C	Comm M-F 6:58-7:27	PM1	:30 1	\$450.00 P 7	0.00 NM	1	\$450.00
	WAVE 3 @ 7 PM							
Start Date End	d Date Weekdays Spots/	<u>Week</u> <u>Rate</u> <u>I</u>	Rating			Į.		
Week: 11/11/13 11/	17/131	1 \$450.00	0.00					
41 WAVE 11/06/13 11	/06/13 NET NBC Today Show C	comm 7-9am	1	:30 1	\$350.00 P 7	0.00 NM	1	\$350.00
	NBC Today Show							
	<u>d Date</u> <u>Weekdays</u> <u>Spots/</u>		Rating					
	10/131	1 \$350.00	0.00					
42 WAVE 11/06/13 11		•	PM1	:30 1	\$350.00 P 7	0.00 NM	1	\$350.00
	WAVE 3 News 730-8pm	•						
	d Date Weekdays Spots/		Rating					
	10/131	1 \$350.00	0.00		4750 00 D 7	0.00.1114	•	<b>#4 500 00</b>
43 WAVE 11/06/13 11		comm L&O Wed 9-10	b1	:30 1	\$750.00 P 7	0.00 NM	2	\$1,500.00
Otant Data - Fra	Wednesday Hour 2	A/I. Data f	D-41					
	<u>l Date       Weekdays         Spots/\</u> 10/13    1	<u>Week Rate F</u> 1 \$750.00	Rating 0.00					
	10/131 17/131	1 \$750.00	0.00			i		
44 WAVE 11/06/13 11				:30 1	\$450.00 P 4	0.00 NM	1	\$450.00
	LOC Late News Mon-Sat	•	<b></b>		Ţ.00.001 ¬	2.00 ,	•	¥ .00.00
Start Date End	Date Weekdays Spots/		Rating					
	10/131	1 \$450.00	0.00					
						Totals	47 ¢0	20 265 00

Totals 47 \$20,265.00